

# Category Management

Move from manually intensive tasks to proactive, analytics-driven insights that grow sales and margins for both suppliers and retailers.



# Creating profitable growth with localized assortments

Today's consumers are the most informed, most savvy shoppers in the history of retail. These empowered shoppers expect instant gratification and product availability when, where and how they want it. Retailers address these rising expectations by localizing their assortments, which sometimes means catering to individual stores. While the promise of better product availability and higher shelf productivity is high, localizing assortments is not a straightforward process. This requires high-volume data management, advanced business analytics, increased precision and increased talents that are always "on" to develop, review and adjust the assortments.

Faced with this increased complexity and fast-changing business environments, retailers must strive to optimize performance. In turn, suppliers have the opportunity to provide a value-add, proactive advisory role to help their retail partners grow the business. However, there are some obstacles that first need to be addressed:

- Manual data management and analysis drain category managers' productivity
- Disconnected tools and analytics create inaccuracies and latency
- Inconsistent and unreliable performance monitoring compromise quality

Companies must evaluate their own internal capabilities in order to provide proactive and actionable insights that will drive business growth and profitability.

## The JDA Category Management Solution

Excellence in category management can drive growth and profitability, separating winners from losers in the emerging environment.<sup>1</sup> JDA Software delivers the transformational technology, best practices and expertise that companies need to excel in today's consumer-centric world. The JDA® Category Management solution empowers category management professionals to move from manually intensive tasks to offering proactive, analytics-driven insights that collaboratively grow category sales and margins for both suppliers and retailers.

## ◆ Benefits of JDA Category Management

- End-to-end, integrated category management capabilities enabling enhanced value delivery
- Automated assortment and planogram generation, delivering more profitable localized assortments and space plans
- True space-aware assortment optimization for better execution of retailer and manufacturer strategies
- Cloud collaboration capabilities and space-based insights to monitor execution results, leading to deeper analytics and driving proactive recommendations

The JDA Category Management Solution enables you to:

- **Achieve** and exceed sales plans at the store level
- **Satisfy** customer shopping experiences with targeted assortments
- **Maximize** scale and planner productivity through automation
- **Support** execution and compliance with mobility

The industry's most widely used space and category management solutions, JDA's Category Management delivers end-to-end capabilities and the tools needed to connect the entire category management process, supporting all stages of category management.

- Capture and manage high volumes of shopper data from various sources
- Analyze data and generate insights about shopper behaviors at macro and local markets
- Develop localized, actionable assortment plans based on the insights
- Leverage mobility to enable:
  - Collaboration on assortments and planograms for store-level execution
  - Performance monitoring and feedback

1. "Category Management Mastery: The key to growth!," The Category Management Association, 2013

## Drive category growth through collaboration

Empowered with consumer insights and advanced automation, suppliers and retailers can effectively collaborate to produce local assortment and space plans and monitor plans at the shelf. Retailers will be better able to orchestrate plans, and suppliers will be enabled to better demonstrate category management partnership value. Move from planogram development, fixed resets, gut-feel decisions and contributor status to proactive insights, dynamic adjustments, analytics-driven decisions and collaborator/trusted advisor with JDA Category Management:

- Leverage consumer demand preference and space-aware assortment optimization to realize tailored, automated localized assortments and space plans that meet shoppers' needs
- Benefit from easy-to-use tools that are scalable, integrated and Web/mobile-enabled to realize category management collaboration and efficiency so resources can focus on value-add activities
- Leverage image recognition technology, deeper reporting and analytics for proactive real-time insights to uncover at-the-shelf opportunities leading to performance gains
- Harness true optimization capabilities including space elasticity across the solution to achieve recommendations for assortment and space allocation based on defined goals and objectives

## Localize with insightful assortments

Today's retail marketplace demands localized assortment strategies in order to drive enhanced customer satisfaction, incremental sales, profits and return on space/inventory. Minimal store footprint growth results in additional pressure to maximize same-store performance. The inability to efficiently analyze extensive data to create meaningful insights and the time-consuming exercise of working through thousands of planograms to create store-specific planograms that will capture more sales hinders productivity and precision while keeping category managers entrenched in a tactical mindset and struggling to meet immediate deadlines.

JDA Category Management helps you become more strategic and proactive, replacing unsustainable manual processes and delivering the ability to extract value from critical retail consumer and performance data — reducing the resources and time needed to support localized assortments and the planogramming process.

The result? Thousands of planograms generated in minutes instead of weeks, and assortments that are fitted to local store fixture and sales goals, increased shelf productivity through automation, better compliance to plan, and more satisfied shoppers leading to higher sales growth and turns. Offers align with local shopper preferences for minimized inventory waste and improved sales per square foot, and you benefit from precise space allocation, leading to higher sell-through and winning customer experiences.

## Leverage mobility to streamline planogram execution and task management

Floor sets, promotional sets and category plans are often determined in silos, and typically, once floor plans are approved, communication with the field executing the resulting planograms is unreliable and inefficient. Limited visibility leads to an acute inability to measure compliance, and poor compliance can quickly lead to space that is not optimized, missed revenue opportunities and disappointed customers.

Only JDA can provide this unparalleled combination of business process breadth, functional richness, robust technology and industry expertise that makes the total value to you as a JDA customer much greater than the sum of the parts.



The JDA Category Management solution integrates premier planogram tools with JDA's industry-leading task engine to provide mobile tablet access to visual planograms in the field and complete visibility into execution and compliance. Approved tasks are immediately communicated to the field for execution. Comprehensive task tracking provides a clear understanding of assignments, status and compliance rates to help make the most of every opportunity.

### Greater than the sum of the parts

JDA has been providing companies with its proven best-of-breed space and category management solutions for more than 20 years. Implemented at more than 300,000 locations, these solutions deliver results for more than 1,300 manufacturers and more than 400 retailers around the world. You can now leverage the entire JDA Category Management solution to achieve even greater benefits with end-to-end, cloud-based category management that enables suppliers and retailers to collaboratively grow sales and meet consumer expectations in an omni-channel world. JDA Category Management solution components work together and provide critical inputs to streamline workflow and enable optimum performance unlike any other available solution.

Further, JDA's unrivaled professional service and consulting expertise can guide you through your business transformation. JDA can help define where the greatest benefits can be achieved, create a realistic roadmap based on industry best practices and your unique company constraints, and help you develop a fact-based list of benefits and potential ROI.

### The JDA Cloud advantage

For a myriad of reasons — the cost of hardware and software, the rapid advancements in technology and application capabilities, and most importantly, the need for maximum agility in responding to the fast-changing marketplace — it is imperative to embrace the cloud. Internet-based cloud solutions are better positioned to keep pace with the rapid changes in the omni-channel environment, and the cloud-based JDA Category Management solution provides consistent, reliable and up-to-date solutions that are carefully calibrated by a team of JDA experts to match shifting conditions. This greatly improves agility, reduces risk and ensures seamless operations across the enterprise at all times.

### About JDA Software Group, Inc.

At JDA, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

### Using JDA, you can plan to deliver.

[jda.com](http://jda.com)



[jda.com](http://jda.com) [info@jda.com](mailto:info@jda.com)

#### Americas

US  
+1.800.479.7382  
Canada & Latin America  
+1.480.308.3555

#### Europe

UK & Northern Europe  
+44 (0) 1344.354500  
France & Southern Europe  
+33 (0) 1.56.79.2700

#### Asia Pacific

Singapore  
+65.6305.4350  
Australia  
+61.3.9860.1000

Japan  
+81.3.4461.1000  
China  
+86.21.2327.9400

South Korea  
+82.2.3016.0700  
India  
+91.22.6700.0794

